

ORDER



KLAS

Orders
Order / Rev: 37638
Alt Order #: 08885839
Product Desc: HELLER/SENATE/REP
Estimate:
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean R-USS
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	5	\$6,000.00	\$5,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$6,000.00	\$5,100.00	0.00
Totals	5	\$6,000.00	\$5,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$6,000.00
Market	100%	\$20,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$5,000.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/22/12	10/22/12	Mon 9-10p Hawaii Five-O	CM	9-10p	M-----	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00
HAWAII 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,100.00		0.00						
E 2	8	10/22/12	10/22/12	Mon 10-11p ET / Inside Edition	CM	10-11p (10:00 PM-10:30 PM)	M-----	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00

Advertiser:	Heller, Dean R-USS	
Product Desc:	HELLER/SENATE/REP	KLAS
Estimate:		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ET <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 2 \$1,225.00 0.00														
E 3	8	10/22/12	10/22/12	Mon 10-11p ET / Inside Edition	CM	10-11p (10:30 PM-11:00 PM)	M-----	:30	1	\$1,400.00	LV1	0.00	NM	1 \$1,400.00
INSIDE ED <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$1,400.00 0.00														
E 4	8	10/22/12	10/22/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	1	\$50.00	LV2	0.00	NM	1 \$50.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$50.00 0.00														
Totals													5	\$6,000.00